



**MARKETING?**  
**JUST DO IT.**



**IT SHOULD COME AS NO SURPRISE TO ANY OF US THAT NIKE IS OFTEN REFERRED TO AS AN ICON OF MODERN DAY MARKETING. FROM ITS VERY BEGINNINGS, THE COMPANY UNDERSTOOD THE IMPORTANCE OF DEFINING ITSELF...**

As an action to achieve this, way back in 1972, it persuaded several marathoners to wear Nike shoes during the Olympic trials in Eugene, Oregon. When some of the runners made the cut, Nike ran an advertising campaign saying: "Nikes were worn by four of the top seven finishers."

Nike is a perfect example of a well-defined brand: "athletic shoes for winners."

Just lacing up a pair of Nike cross trainers inspires some people to go out and, metaphorically, crush the competition.

The key idea is that Nike wants you to outrun the pack, nail the three-pointer at the buzzer, hit the winning six, sink the killer putt and **fulfil your personal potential in every way** – on and off the athletic field.

**WHATEVER IT IS THAT YOU WANT FOR YOURSELF, YOU CAN "JUST DO IT" WITH NIKE.**

The brand's desired attributes are reflected in every way its products are represented. Be it in the tone and manner of its ads or its personal representatives, such as Carl Lewis, Ricky Ponting or Tiger Woods, the message is clear - active, inspired, intense, energised: equals a winner.

Like Nike, you can do the same for your fitness centre or business.

**A BRAND BUILDS CUSTOMER LOYALTY.**

As we all know from first-hand experience, when you really like, enjoy or just 'get into' a brand then you continue to choose or buy that brand and, importantly, you 'tune-out' competitive messages because they carry no meaning or benefit for you.

Likewise, loyal customers keep coming back, increasing your profit margins.

**A BRAND GIVES YOU 'AUTHORITY' TO CHARGE PREMIUM PRICING.**

You can command higher prices for the same product as your competitors' because your customers derive added benefits from a brand they know and trust.

**A BRAND DIFFERENTIATES YOU FROM YOUR COMPETITORS.**

Your business can stand out from the competition, imbued with special qualities that are carried by, and associated with, that brand.

**A BRAND TURNS CUSTOMERS INTO AMBASSADORS.**

When you have a brand, your customers feel enriched through their association with your brand. They feel proud and gain a sense of self-esteem when recommending what they see as 'their' brand to others.

**A BRAND CREATES (AND UNLOCKS) VALUE FOR THE OWNERS.**

When you have turned your business into a recognised and sought after brand (even just within your local area), your brand value appears financially as a tangible asset.

**SO, HOW WILL YOU KNOW WHEN YOUR BUSINESS HAS BECOME A BRAND?**

- You'll know exactly who your best and most profitable customers are and where and how to find more just like them.
- Your customers clearly understand why they choose your gymnasium or fitness centre – as opposed to your competitors' – and they value these reasons (and tell others)!
- You can more easily 'stretch' your business offering with extended services, products and/or even sub-brands that will gain easier buy-in from your existing customers.
- All staff (and, importantly, potential staff) fully understand your brand's positioning and 'personality' and bring it to life in all they do. Your unique 'brand essence' and business DNA permeate the business, its products, communications, personality and its look and feel.
- All communications (both internal and external) are disciplined, integrated and consistent to maximise effectiveness and relevance for each customer at every point of contact.

- Any and all marketing investment delivers a cumulative and compounding effect and return on your capital investment.
- Your business, its people and products become better understood as a result of your 'brand awareness.'
- Your business will become stronger and more resilient to competitive attacks or brand challenges, while at the same time your brand value builds equity in the business, which in turn creates long-term value for owners and stakeholders.

All in all, there's hardly a better asset for your business than strong branding.

**REPEAT, REPEAT, REPEAT AND YOUR BRAND WILL BE SWEET!**

Surprising as it might sound, marketing is often more about discipline than it is about creativity.

One of the keys to successful marketing is the discipline required for consistency – the consistency of your message, the consistency of tone and appearance, and the consistency of your brand's personality.

This consistency needs to be reflected in EACH and EVERY piece of communication you deliver – from websites to brochures, from press advertising to external and public signage, from uniforms to car signage, invoices and statements.

And, yes, even the consistency of your reception's phone message or answering service.

**REMEMBER: 'REPETITION BUILDS REPUTATION.'**

Consistency ranks right up at number one on the business owner's 'Most Important Things to Remember' list.

Too many businesses are marketed in contrasting ways – one day they may speak one way about their business and on another day they may speak and act quite differently.

Think of a businesses and its branding message just like people and friendships – who wants to be friends with someone when you don't know what kind of mood they will be in one day to the next? Or you're not quite sure what they're going to say next? Or how they're going to behave from one situation to the next?

It's a fact of life that when it comes to business (just like most friends) we want to deal with people we can rely on, depend on and trust in.

This is the power of the brand. Are you running a fitness business or building a fitness brand?

For more information, contact BrandQuest on 1300 734 101. ■

**About the Author**

Graeme Gladman is a founding principal of BrandQuest.

Graeme has been the Creative Director for Australian iconic brands such as Myer/Grace Bros, Beaurepaires, Amcal Chemists, Mazda, BP, OPSM, Katies Fashions, Bendigo Bank and Optus Retail, to name a few.

With 25 years' experience as a Director, Managing Director and Creative Director in multinational advertising agencies such as Young & Rubicam Mattingly, George Patterson Bates, Luscombe & Partners – and his own internationally-owned advertising agency, Batey Gladman – Graeme has launched, extended and created multi-channel brands across a diverse range of categories – from retail to business-to-business, across the spectrum of media and non-media communication channels.

**HOW TO BUILD YOUR BRAND INTO 'MARKETING FITNESS' AND REAP THE REWARDS.**

Just like a fitness instructor, your business will benefit from seeking the advice of experts in the field.

And, just like you would plan a unique fitness regime for a client, your marketing strategy is the guide for creating your brand. You need to ensure you have the answer to what we at BrandQuest call the 'six fundamental basics for marketing success:'

1. What do you need to say?
2. Who do you need to say it to?
3. What makes you different from your competitors?
4. How can you support what you claim?
5. How can you say it for maximum effect?
6. When should you say it for maximum impact?

The answers to these six questions form the foundation of your marketing strategy to drive sales and increase your business value. The answers then also build your plan to communicate with customers and potential customers.